

# Building **Badass** Leaders

who create **EXPONENTIAL RESULTS**

We build ordinary leaders into bold, authentic, fearless trailblazers who drive exponential results. Leadership today demands more than traditional, status quo approaches—breaking free from limiting patterns, addressing blind spots, and embracing accountability to unlock true potential.

Our neuroscience-informed leadership development and coaching helps leaders create permanent cultural transformation, delivering measurable results that elevate teams, drive innovation, and facilitate massive growth.

## What **We** Do

The graphic below is a simplistic model of how our brains work. Traditional development and coaching programs stay at the surface, the conscious level, only addressing symptoms of patterns. By working at the unconscious and subconscious levels, where behavioral patterns are formed, repeated and ultimately changed, all leaders can utilize the almost light-speed processing volume and power, which creates *infinitely faster* and exponential results.

### Conscious

#### TRADITIONAL PROGRAMS

Habits, behavioral expression of patterns (symptoms, things you do). BLIND SPOTS.

### Unconscious

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**Behavioral Patterns:** An expression of unhealed emotional wounds, unconscious beliefs, stories we form about ourselves and others based on those beliefs.

### Subconscious

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**Beliefs:** Formed as a result of past hurts, traumas and painful things that happened to us.



#### CONSCIOUS MIND

- ▶ 2,000 bits of information per second
- ▶ Impulses travel at 100-150 mph



#### UNCONSCIOUS MIND

- ▶ 400 billion bits of information per second
- ▶ Impulses travel at up to 100,000 mph

## How We Do It

Using linguistics (the science of the words used which reveal behavioral patterns) to pinpoint blind spots, then build new patterns to achieve greater results. All happens conversationally in coaching sessions, interlaced with modern, proven leadership and business strategies.

# Our **Core** Services

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All are customized to each company, team, leader and need and priced according to level of work.



## Accelerated Coaching for Executives

Start achieving results by transforming what it means to lead with boldness. Whether it's increasing business revenue, improved dynamics with your team, or solving demanding business challenges, Badass Inc. has the solution for you.

**\$1.5k-\$2.5k per month**



## Succession Planning & Candidate Development

Build Badass Leaders within your company and all stakeholders through creation of a custom succession plan and development of all succession candidates.

**\$4k-\$6k per department**



## Badass Team Coaching

Learn how to lead yourself, each other, and direct reports with authenticity and boldness to produce more leverage and greater performance company-wide. Perfect for small to medium-sized teams that want to level-up performance of individuals and the team as a whole.

**\$1k per team member**



## Badass New Leader Development

Redefine the very essence of leadership by equipping new leaders with the tools and the permission to thrive in today's contemporary workplace. Build leaders who tackle challenges head-on and uplift others every step of the way.

**\$1k-\$2k per month**



## Team Dynamics & Relationship Intelligence Quotient (RQ)

Transform your team's dynamics, culture, and relational intelligence to elevate team collaboration, cohesiveness, better decision making, healthy debate and productive conflict.

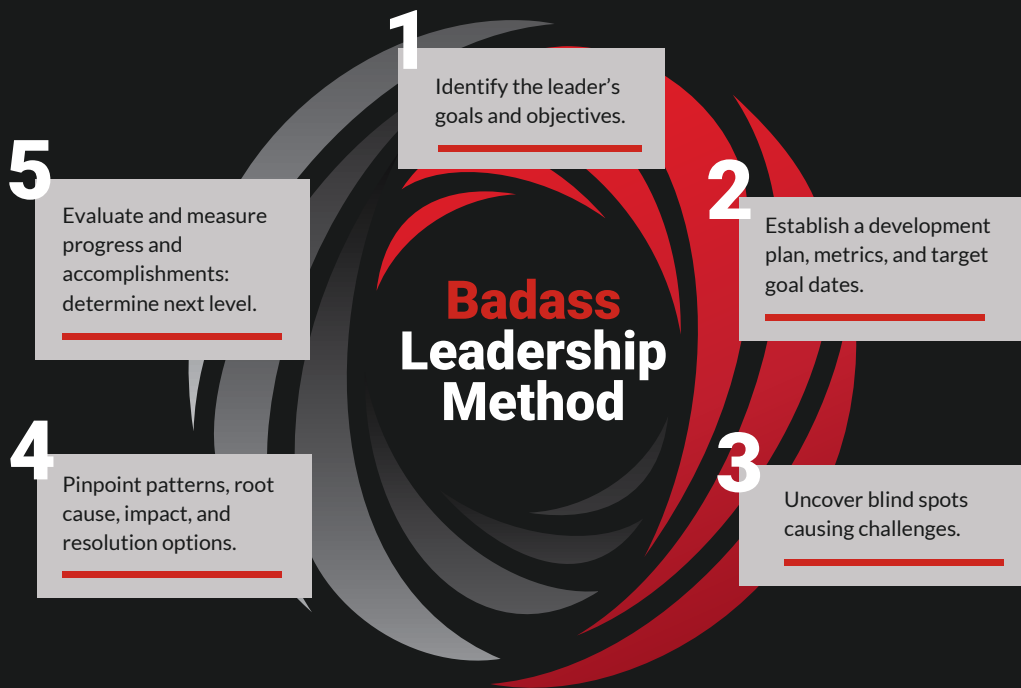
**\$1.5k-\$2.5k per participant**



## Badass Inc. Enterprise Transformation Program

A comprehensive, customized company-wide program embodying Badass Leadership. This is a true transformation to help your company expose blind spots and achieve unprecedented yet sustainable gains.

**Priced upon scope**



## Who We Work With

Self-aware leaders who are tired of the status quo and want to bring out their absolute best and inner Badass. They work for progressive organizations that highly value growth and development.

- C-Suite executives and business owners navigating complex dynamics.
- Senior leaders who want to shatter the limits of traditional leadership.
- Teams striving for higher collaboration and peak performance.
- New leaders seeking the tools to thrive in a modern workplace.
- Leaders who need an outstanding successor and plan to get there.

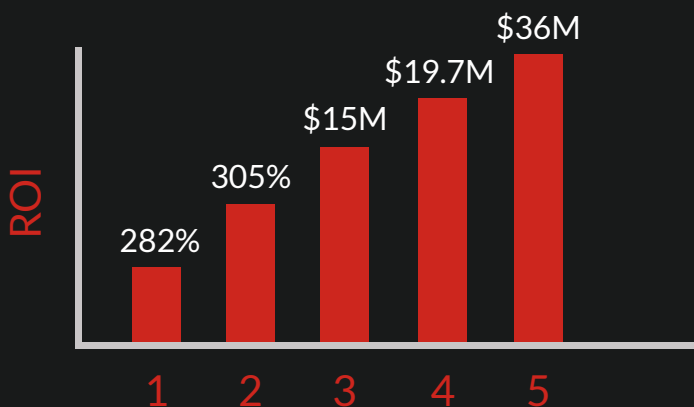
## Why We Do It

10-year vision: to make the biggest difference we can in the world due to the reach of executive leaders in their organizations and the community.

Mission: be the go-to company in the field of behavioral leadership development & coaching.

## ROI and Client Impact –

Typical ROI is 788%



1. **Industrial Marketing:** in 2 months (4 sessions)
2. **Marketing & Advertising Firm:** in 3 years
3. **Global SaaS Company:** Increased **\$15M** in company value in 6 months (due to CEO performing at elite level and alignment and development of Senior Leadership Team).
4. **Denver Health System:** Increased **\$19.7M** in 12 months
5. **Privately-held Super-regional Bank:** Increased **\$36M** in 6 months and best financial performance year in 62-year-company history due to Enterprise Transformation Program. Also, most leaders promoted (they promote exclusively from within).

**NFI President (17k-employee global freight co) said:** "Exponential Results made an enormous difference with our leaders and teams in ways we haven't seen in our 92-year history."

# Why Choose Us

## Bold Accountability

We challenge leaders to embrace relentless accountability and measure real-time progress (through our [proprietary portal and app](#), pictured below).



## Authentic Leadership

By confronting blind spots and embracing authenticity, leaders inspire loyalty and engagement.

## Exponential Results

We use neuroscience-driven techniques to achieve faster, permanent results that transform leaders and organizations alike.



### Effective Leadership

Tracking Current-Desireds from February 13th, 2020 to March 16th, 2020.



## Lasting Change

The key to lasting change is seeing your progress. Our proprietary portal and app is flexible enough to track any metric, including Leadership Effectiveness - while ensuring your changes hold for the long term.

## Our Badass Coaches

Each of our coaches has logged over 20,000 coaching hours, and have had careers themselves as corporate senior executives. Uniquely combining C-suite level business acumen, behavioral pattern and linguistics expertise, Exponential Results coaches provide the tools to quickly develop leadership effectiveness that drives results.